

Free Fare February Report

Transportation Interim Committee Meeting
June 15, 2022



Overview

- Partnerships
- Ridership
- 3F Survey
- Zero Fare Study
- Policy and Zero Fare BCA



www.rideuta.com/Rider-Info/Free-Fare-February



Partners & Funding

- Sponsored Funding

Sponsor	Amount Contributed
Wasatch Front Regional Council	\$ 500,000
Mountainland Association of Governments	\$ 300,000
Salt Lake City	\$ 135,000
Salt Lake County	\$ 100,000
Utah Division of Air Quality	\$ 78,000
Total	\$ 1,113,000

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Partners & Funding

- Pass Partner Funding

Contributions to Free Fare February by Amount	Number of Pass Partners
Over \$100,000	3
\$50,000-\$99,999	4
\$25,000-\$49,999	7
\$10,000-\$24,999	8
\$1,000-\$9,999	37
<\$1000	37
Total Pass Partners	96
Total Revenue	\$1,400,000

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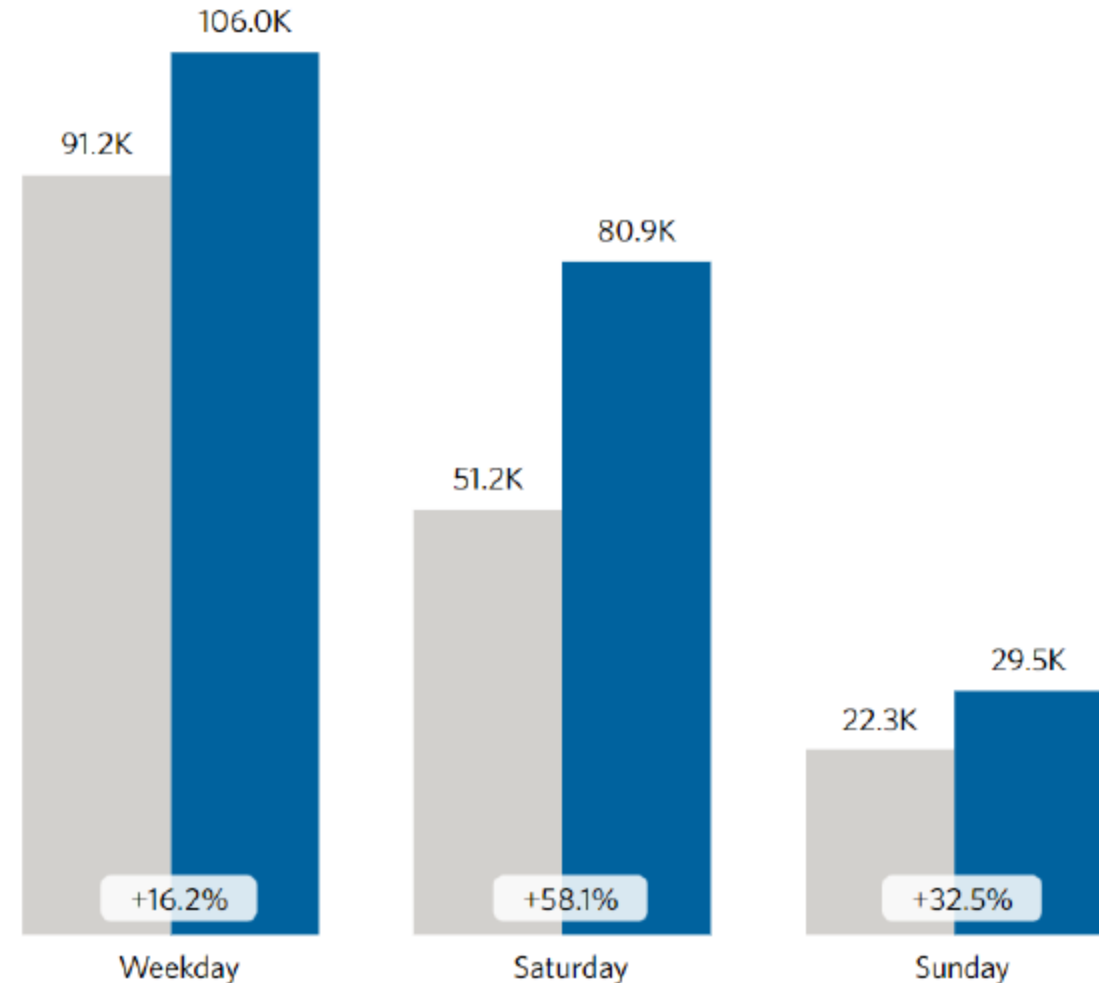
Ridership

- Ridership generally increased on all modes on most days
- Largest increases were observed on weekend days

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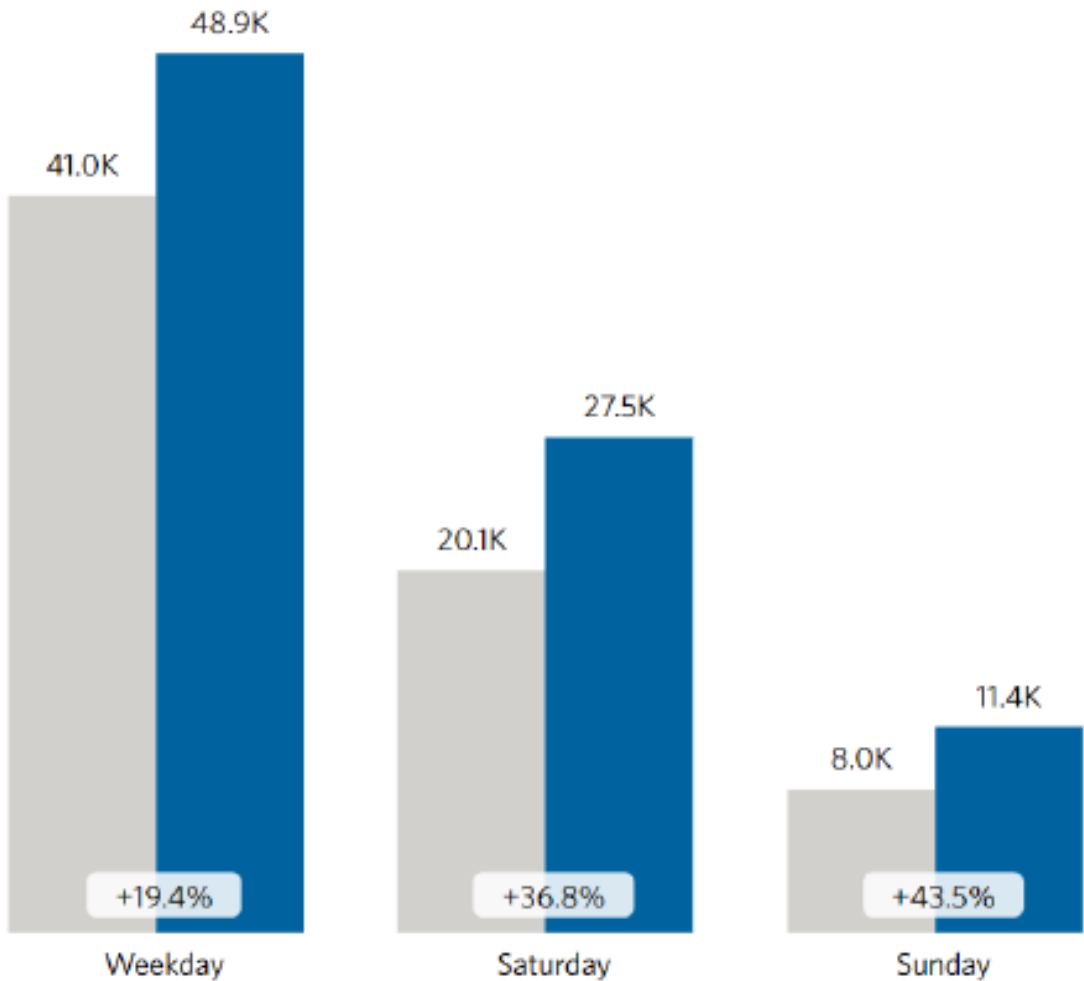
UTA Average Daily Ridership - All Modes

Month ● Jan 2022 ● Feb 2022



Fixed Route Bus & Flex Route Bus - Average Daily Ridership

Month ● Jan 2022 ● Feb 2022



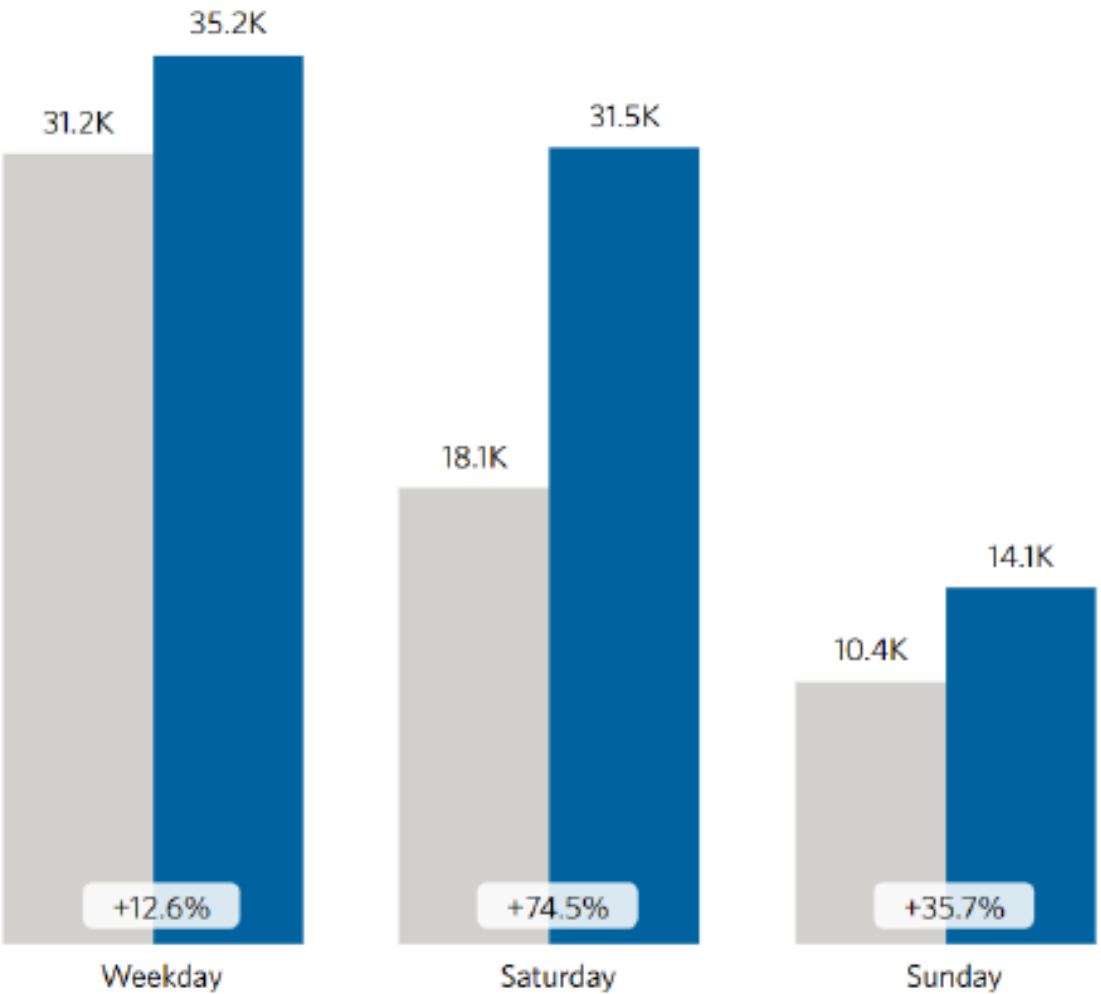
UTAH TRANSIT AUTHORITY

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Light Rail (TRAX & Streetcar) - Average Daily Ridership

Month ● Jan 2022 ● Feb 2022

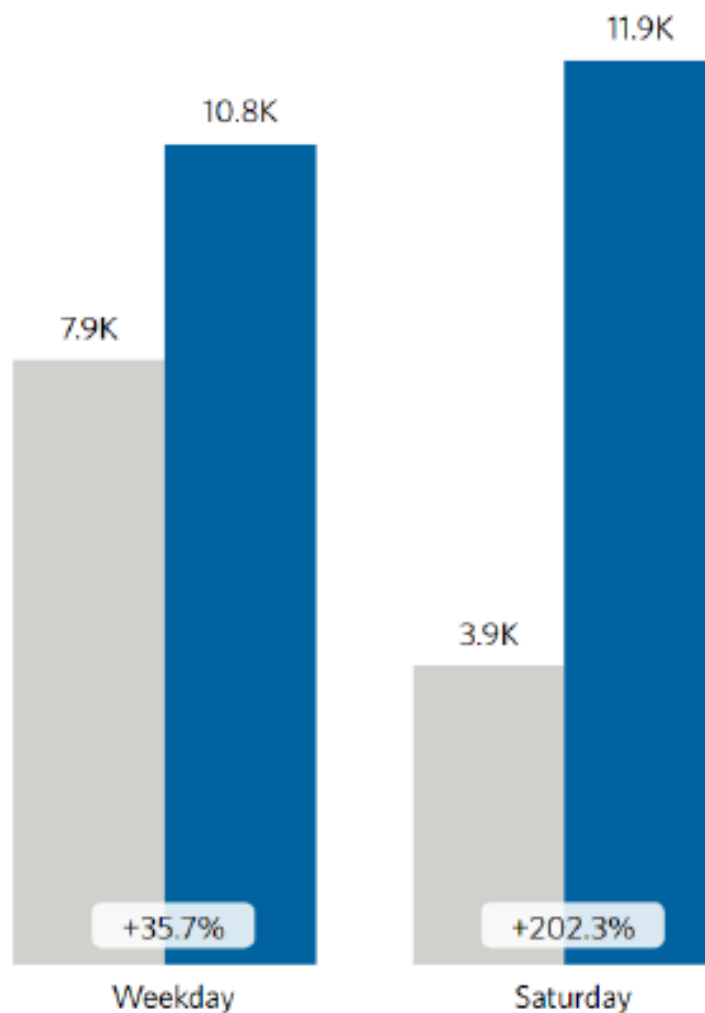


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FrontRunner - Average Daily Ridership

Month ● Jan 2022 ● Feb 2022



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Rider Survey

- Rider surveys were distributed by UTA staff during February at on-system locations throughout the service area
- Convenience sample, riders opted into taking the survey
- Survey was 10 questions, available online in Spanish & English
- 5,238 surveys were submitted

Give us your feedback on
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www.rideuta.com/freefare

Scan the code for a chance to win
free transit for a year and
other great prizes

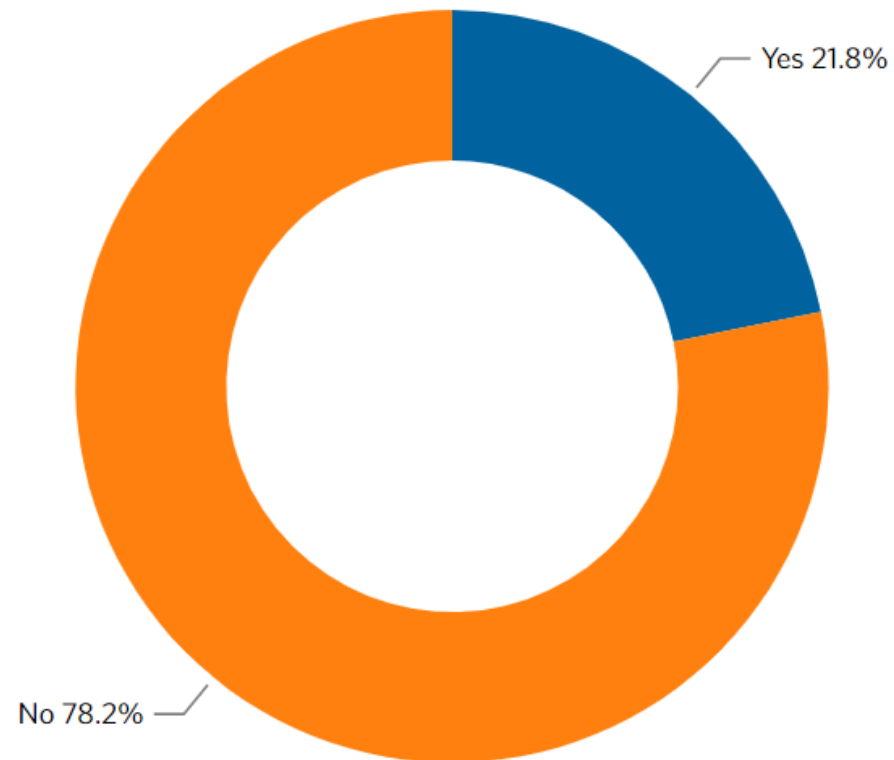
UTA 



New Riders

- Over 1/5 of survey participants indicated they were new to riding UTA

Are you new to riding UTA?
(5077 Respondents)

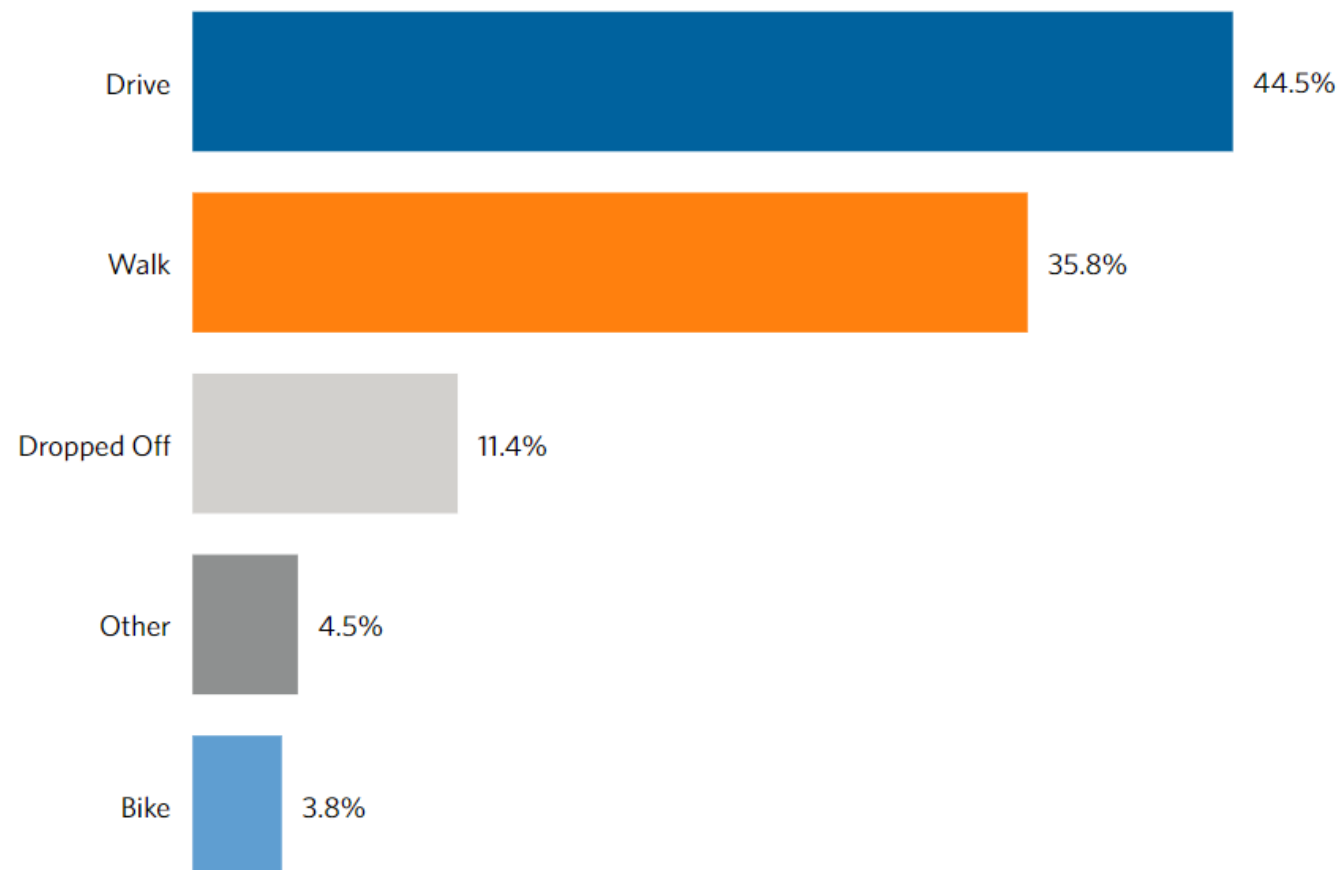


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Getting to Transit

- The most common way for survey participants to get to transit was by driving, followed by walking.
- Interestingly, the 2019 Onboard Survey indicates over 70% of UTA's riding population walks to transit.

How do you typically get to transit?
(5098 Respondents)



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Riding Because It's Free

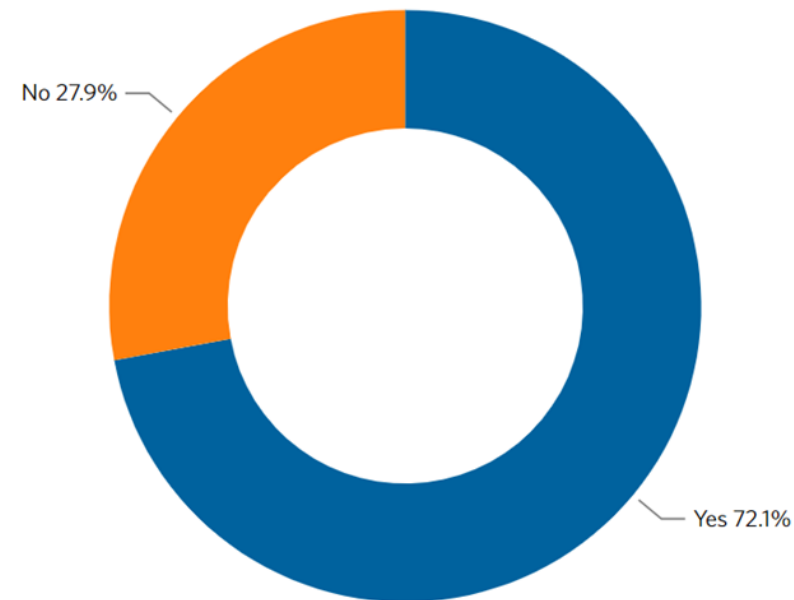
All Survey Participants

Are you riding this month because it is free?
(5076 Respondents)



New Riders Only

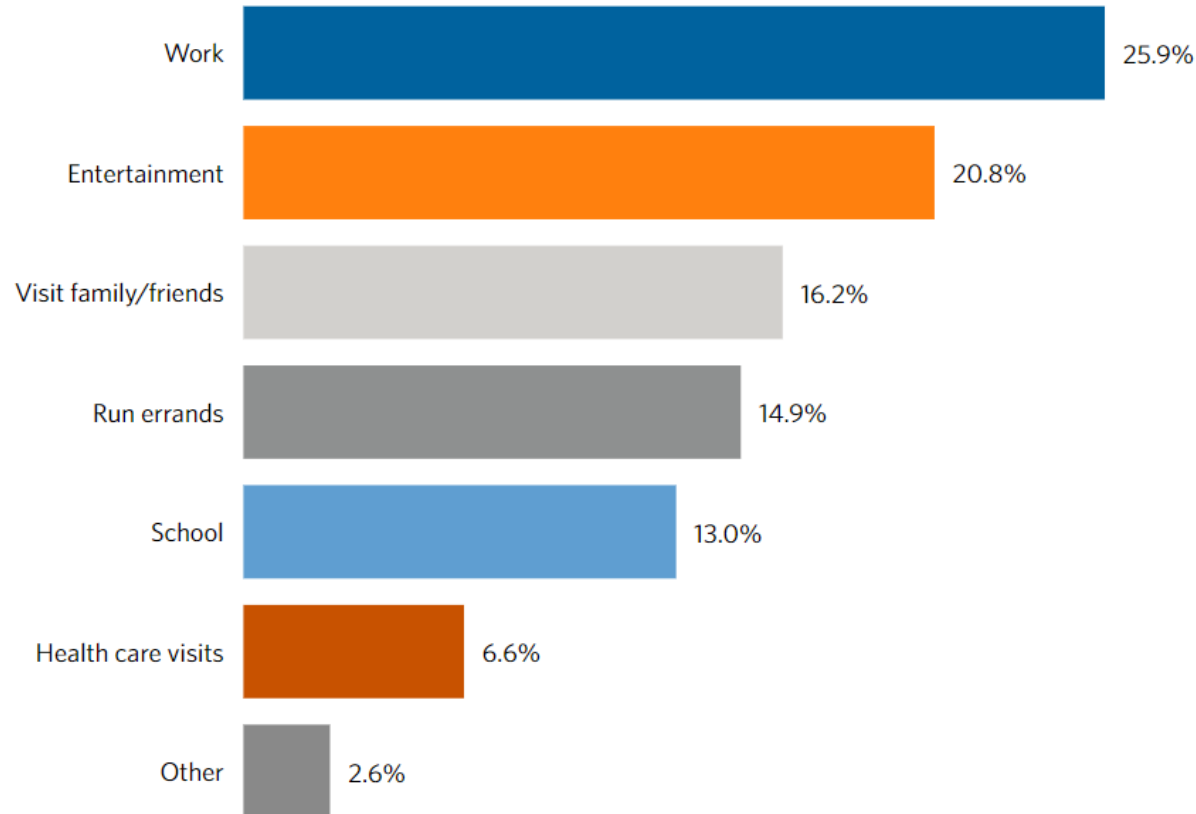
Are you riding this month because it is free?
(1106 Respondents)



Reasons for Riding

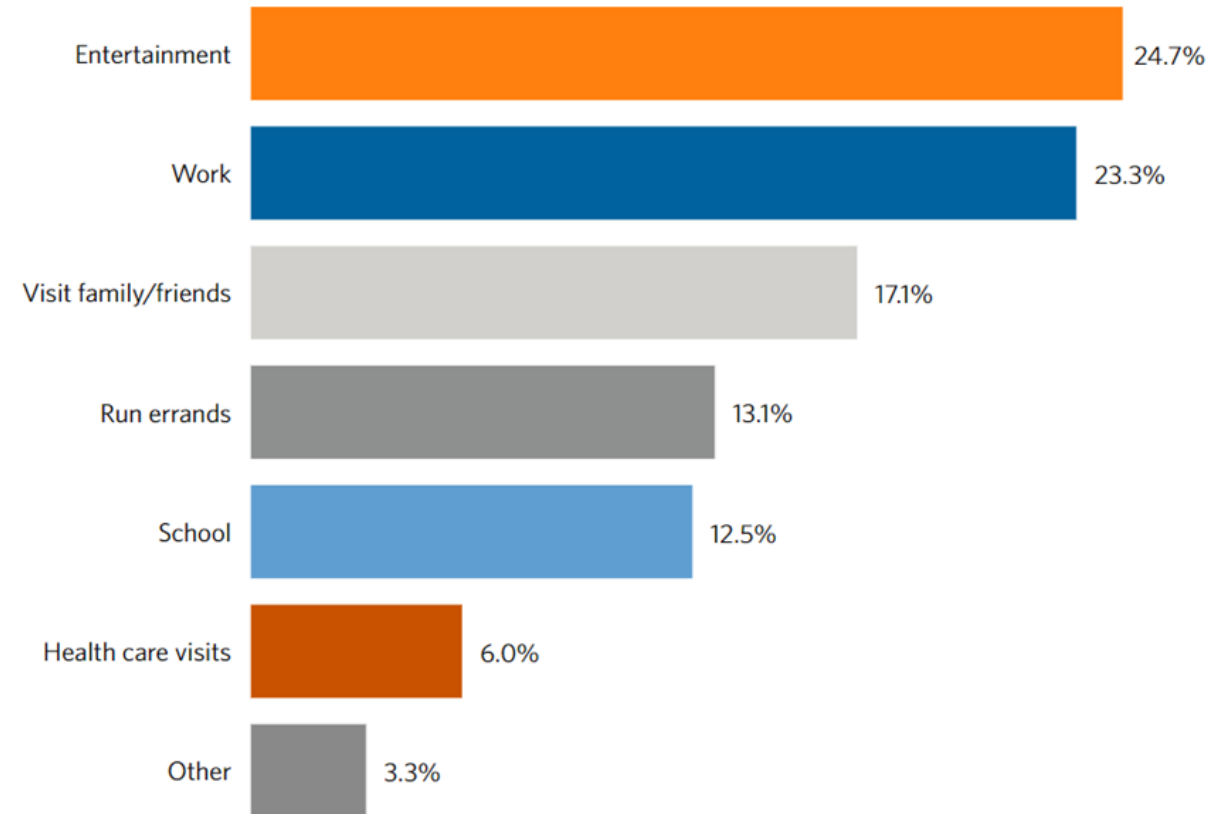
All Survey Participants

What are the reasons you are riding UTA services in February?
(5048 Respondents, 10655 Reasons)



New Riders Only

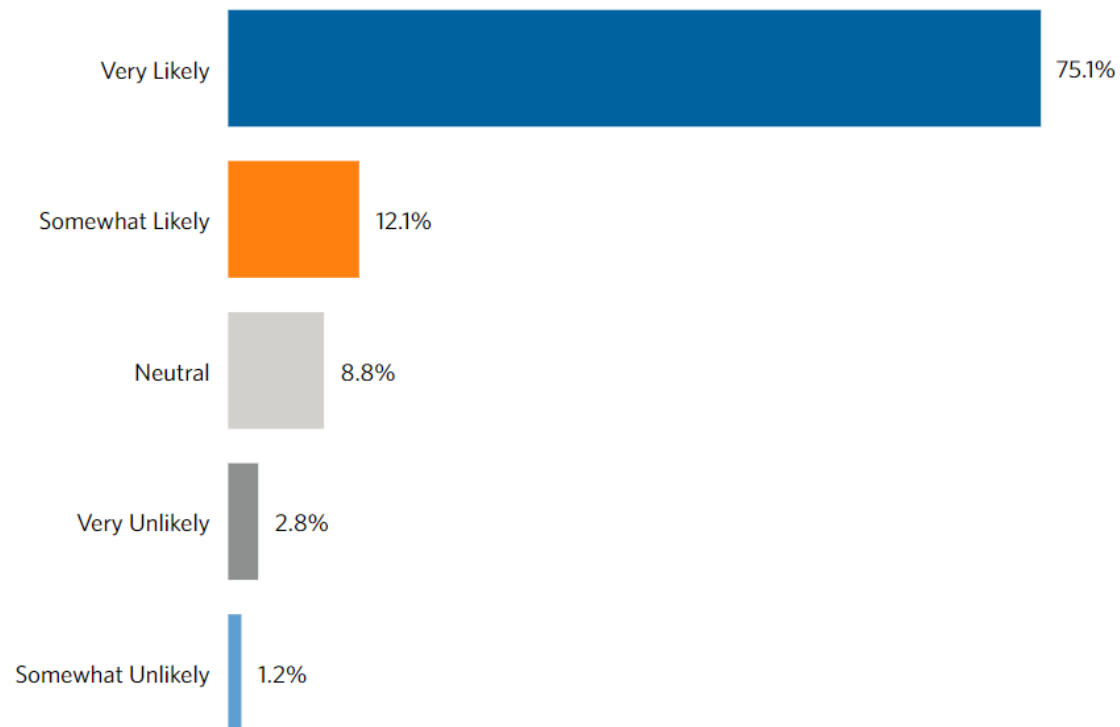
What are the reasons you are riding UTA services in February?
(1093 Respondents, 2210 Reasons)



Ride More if Free

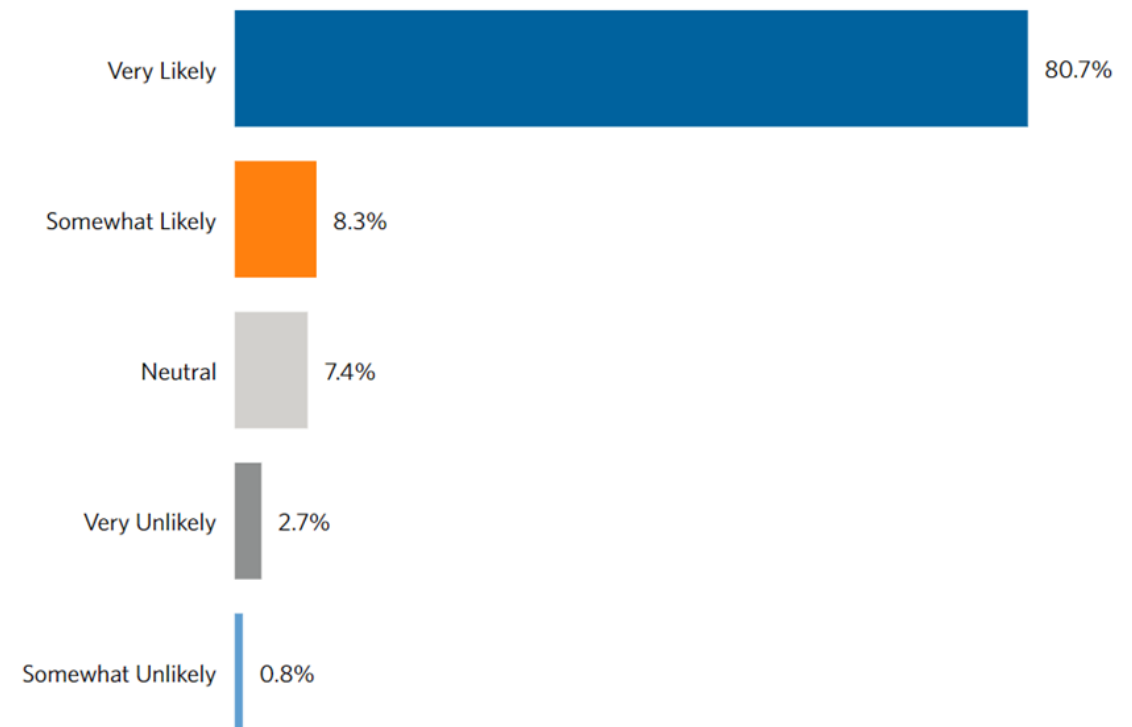
All Survey Participants

Would you ride more frequently if all UTA services were free?
(5085 Respondents)



New Riders Only

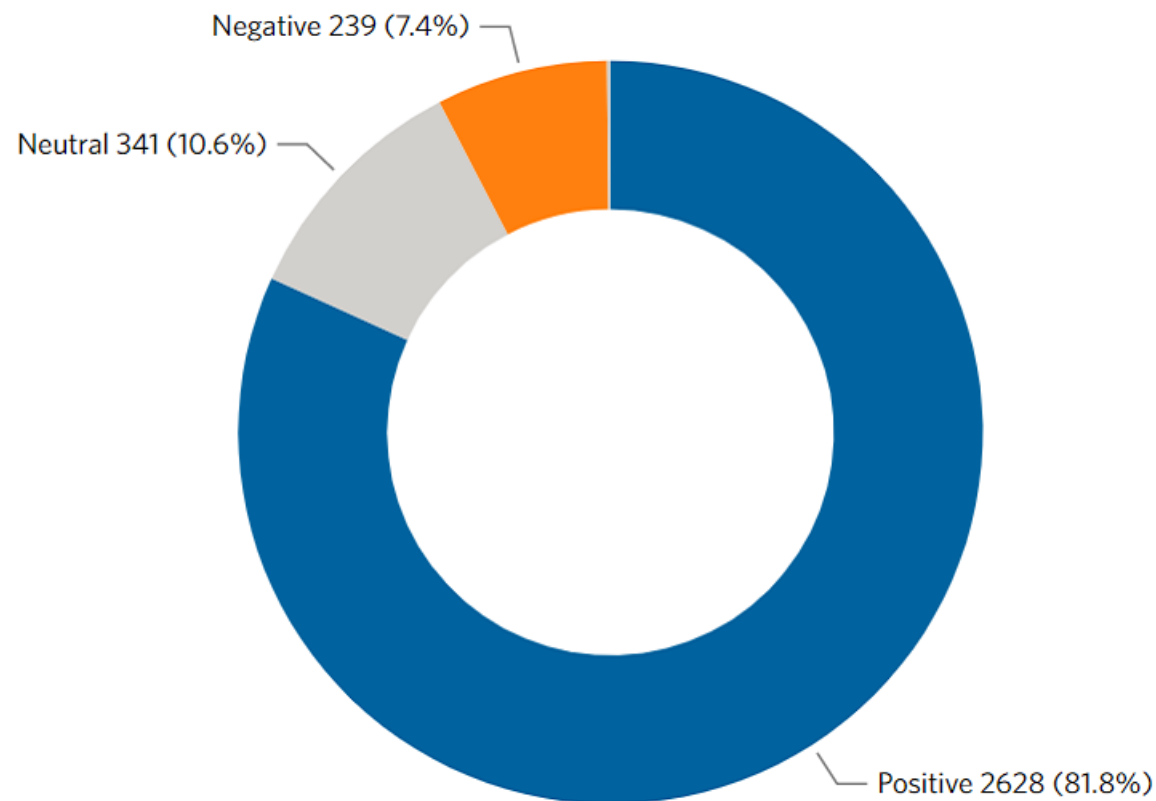
Would you ride more frequently if all UTA services were free?
(1106 Respondents)



Rider Survey Comments

- Over 3,000 survey participants submitted an open-ended response.
- Each response was read and assigned a sentiment (positive, negative, neutral), as well as categorized into overarching themes for context.
- Over 80% of the comments were positive in nature!

UTA FFF Rider Survey Comments: General Sentiments



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Zero Fare Study

- Comprehensive zero fare study with joint participation by WFRC (lead), MAG, UDOT, and UTA
- Analysis of the operational impacts of zero fares
 - Travel time savings
 - Capital requirements
 - Safety and security
- Quantify foregone revenue
- Examine equity benefits and community impacts
- Travel demand modeling
- Potential study – Kem C. Gardner Policy Institute
 - ROI of each \$1 invested in transit
 - Economic value of each existing/new transit customer



Policy and BCA

- Roles and responsibilities
- BCA as a further State study point
 - State/communal benefit (not individual)
 - Operating investment v. Value to State/region
- Value examples
 - Attraction of large employers to the State
 - Major events benefitting Utah's economy
 - Enhanced federal funding opportunities
 - Air quality improvements and cost avoidance
 - Revenue generation benefits all Utahns through State services

